

## SUMMARY

BAMBANG PADMADI. Strategic Management PT Triasta Putra Santika Facing Housing Growth In Depok. Supervised by RIZAL SYARIEF and AHMAD MUKHLIS YUSUF.

Depok is a city that has a very darting economic growth. The economic growth of Depok also on the impact on human migration into the city to seek a better life. In addition, the conditions that Depok becomes a satellite city to Jakarta makes Depok city as a main alternative to people who have activity in Jakarta. This condition is a potential for housing developers because the large number of people certainly also need a house as one of the staples will also increase.

PT Triasta Putra Santika as a housing development company should also perform analysis of the strategies to be able to have advantages compared to other development company. Based on internal data, the sale can be seen from 2013-2015. By reviewing internal and external conditions as well as the input of consumers' needs, it is expected to make the right strategy for the development of the company.

The number of housing demand increase every year. Depok city became one of the cities, which buffer Jakarta, serve as one of the alternatives in choosing a home stay. Currently Indonesia's economic growth slowed at only 4.7% which was also experienced by other countries in the world. Besides other economic indicators such as inflation, interest rates on credit, foreign exchange reserves, current account deficit, still look that the indications are safe. In addition, the banking sector, which is the backbone of the economy, was still relatively healthy. This means that our economy is slowing but it is still in the right growth path. Therefore, it should be done the strategy formulation so PT Triasta Putra Santika can win a business competition with its competitors.

This research used descriptive analysis and quantitative approach to analyze the factors that become consumer preferences in choosing a home as well as the company analysis of internal and external factors. Selection of samples were done with non-probability sampling procedures with purposive sampling method. Buyers, as a respondents, determine the factors that are considered by residential consumers in choosing a home, while the respondents as an example in determining corporate strategy are stakeholders of PT Triasta Putra Santika and anyone who has competence in the field of housing.

There are two factors that affect consumers decision of buying a home in Depok, there are specifications and amenities of home as well as the affordability factor. The Specifications of house offered by PT Triasta Putra Santika was considered to be quite in accordance with the needs and desires of consumers. Affordability factors include a strategic location with easy access and financially affordable for consumers. From the corporate side, the best strategy is applied to PT Triasta Putra Santika is differentiation in product marketing strategy by promoting the advantages of access and quality of building materials to win competition in the middle of the sluggish economy.

Managerial implications that must be done by PT Triasta Putra Santika is the selection of housing locations that have strategic access and improve the quality home building materials. Additionally PT Triasta Putra Santika also need to

differentiate the marketing of products to win the competition against other developers.

Key words: company strategy, factor analysis, QSPM, SWOT.



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